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Subject: Nudge: Improving Decisions About Health, Wealth, and Happiness with Behavioral Economist Richard Thaler

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Free Resource - May 2nd, 2012

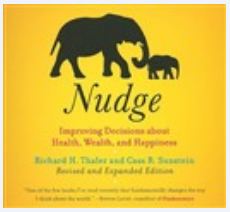
Free Resource of the Day

Richard Thaler on Nudge: Improving Decisions About Health, Wealth, and Happiness

In this Authors@Google talk, notable behavioral economist Richard Thaler talks about his book **Nudge: Improving Decisions about Health, Wealth, and Happiness** . He explains behavioral economics and how behavioral economists often have different ideas about the way humans act than other economists. He then goes into the basics of *Nudge* by demonstrating that through little changes in the environment individuals and organizations can create dramatically different outcomes through what he calls "paternal libertarianism". He gives many examples of ways that this works in everyday life and it will certainly get you thinking of little changes you can make in your own life or in your workplace for influencing behavior. This program is available on streaming video through YouTube.

Richard Thaler on Nudge: Improving Decisions About Health, Wealth, and Happiness

Coupon of the Day



Nudge: Improving Decisions about Health, Wealth, and Happiness (Expanded Edition)

Take $8.00 Off *Nudge: Improving Decisions about Health, Wealth, and Happiness (Expanded Edition)* on audio download. Enter in the coupon code: **nudge**. On the bottom of the payment page of checkout below where you enter your credit card information click "Apply a LearnOutLoud.com Gift Certificate or Coupon" and enter in this coupon code. Note: this coupon only works with credit cards and not PayPal. This coupon is valid for this title through next week until Wednesday, May 9th.

Every day, we make decisions on topics ranging from personal investments to schools for our children to the meals we eat to the causes we champion. Unfortunately, we often choose poorly. The reason, the authors explain, is that, being human, we are all susceptible to various biases that can lead us to blunder.

Our mistakes make us poorer and less healthy; we often make bad decisions involving education, personal finance, health care, mortgages and credit cards, the family, and even the planet itself.

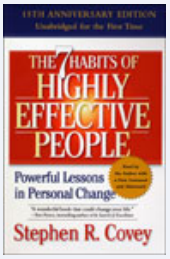
Thaler and Sunstein invite us to enter an alternative world, one that takes our humanness as a given. They show that by knowing how people think, we can design choice environments that make it easier for people to choose what is best for themselves, their families, and their society.

Using colorful examples from the most important aspects of life, Thaler and Sunstein demonstrate how thoughtful "choice architecture" can be established to nudge us in beneficial directions without restricting freedom of choice. Nudge offers a unique new take - from neither the left nor the right - on many hot-button issues, for individuals and governments alike. This is one of the most engaging and provocative audiobooks to come along in many years.

Listen to a free sample of: Nudge: Improving Decisions about Health, Wealth, and Happiness (Expanded Edition)

Stephen R. Covey Audio

Featured Section



Stephen R. Covey Audio

Biography
Stephen R. Covey is world renowned as the author of "The 7 Habits of Highly Effective People", a book that has become not only an international best seller but was recently voted by Forbes as one of the top 10 most influential management books ever. Earning his MBA from Harvard, and a doctorate from Brigham University, Covey began his career as an assistant to a business president and a professor of business management and organizational behavior. He currently is on the board of directors for the Points Of Light Foundation, which is based in Washington D.C. and engages in mobilizing millions of volunteers from all walks of life to help solve the social problems in various communities. Covey is also the founder of the Covey Leaderships Center, which helps organizations in the implementation of "principle-centered" leadership. He is the father of 9 and the grandfather of 43 and has been with his wife for almost 50 years.

We Recommend
To get started with Steven Covey's audio programs, we suggest "The 7 Habits of Highly Effective People", which Covey narrates himself and which has been a top seller for over a decade. This audio book ignores the trends of pop psychology and instead adheres to proven principles such as fairness, integrity, honesty, and human dignity. Even today, the 7 habits discussed in this book are very relevant in the business world and in life.

Next you might want to try another Covey classic "First Things First". This is a guide to managing your time by first learning how to balance your life. Traditional time management suggests that working harder, smarter, and faster will help you gain control over your life, and that increased control will bring peace and fulfillment. Covey gives instructions on how to make this possible in your own life and how balance is essential in attaining personal peace and wellness.

Finally for the family, there's "The 7 Habits of Highly Effective Families". Here Covey shows you how to apply the 7 Habits to the unique circumstances of your family. You'll learn to establish a proven and successful principle-centered framework to build strong family relationships and develop a common language so family members better understand each other. Whether you are in business and want to better understand how to manage your time and work habits, or are wishing to balance your family life, Stephen R. Covey has advice that can help you on your way. LearnOutLoud.com has everything available from Covey on audio and is glad to help you find the tools you need!

Stephen R. Covey Audio

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